

Welcome

NCCOE SUMMER OPEN HOUSE
June 19, 2014



VISION

ADVANCE CYBERSECURITY

A secure cyber infrastructure that inspires technological innovation and fosters economic growth

MISSION

ACCELERATE ADOPTION OF SECURE TECHNOLOGIES

Collaborate with innovators to provide real-world, standards-based cybersecurity capabilities that address business needs



GOAL 1

PROVIDE PRACTICAL CYBERSECURITY

Help people secure their data and digital infrastructure by equipping them with practical ways to implement standards-based cybersecurity solutions that are modular, repeatable and scalable

GOAL 2

INCREASE RATE OF ADOPTION

Enable companies to rapidly deploy commercially available cybersecurity technologies by reducing technological, educational and economic barriers to adoption


GOAL 3

ACCELERATE INNOVATION


Empower innovators to creatively address businesses' most pressing cybersecurity challenges in a state-of-the-art, collaborative environment

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Standards-based

Apply relevant local, national and international standards to each security implementation and account for each sector's individual needs; demonstrate reference designs for new standards
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Modular

Develop reference designs with individual components that can be easily substituted with alternates that offer equivalent input-output specifications
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Repeatable

Enable anyone to recreate the NCCoE builds and achieve the same results by providing a complete practice guide including a reference design, bill of materials, configuration files, relevant code, diagrams, tutorials and instructions
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Commercially available

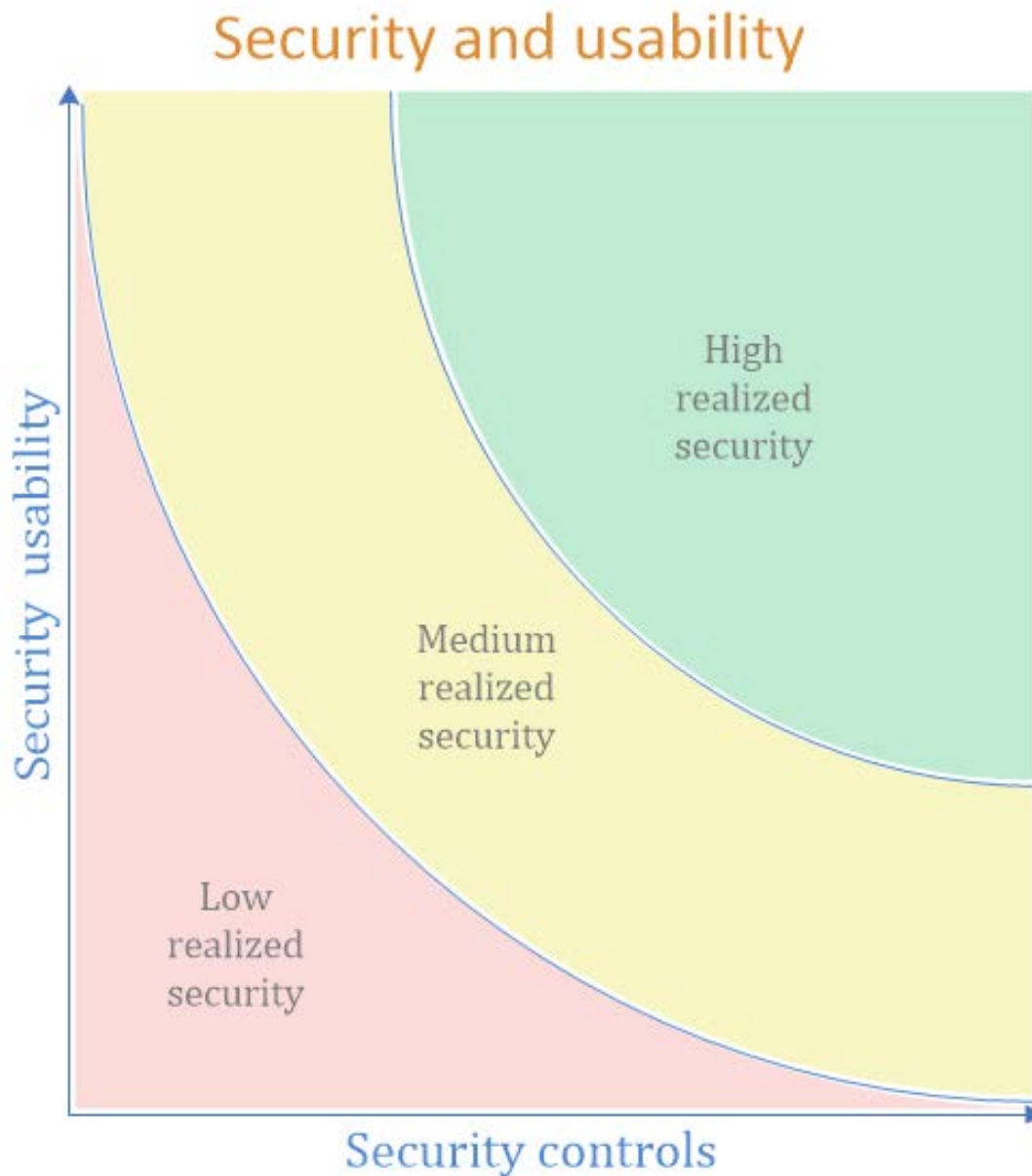
Work with the technology community to identify commercially available products that can be brought together in reference designs to address challenges identified by industry
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Usable

Design usable blueprints that end users can easily and cost-effectively adopt and integrate into their businesses without disrupting day-to-day operations
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Open and transparent

Use open and transparent processes to complete work, and seek and incorporate public comments on NCCoE documentation, artifacts and results

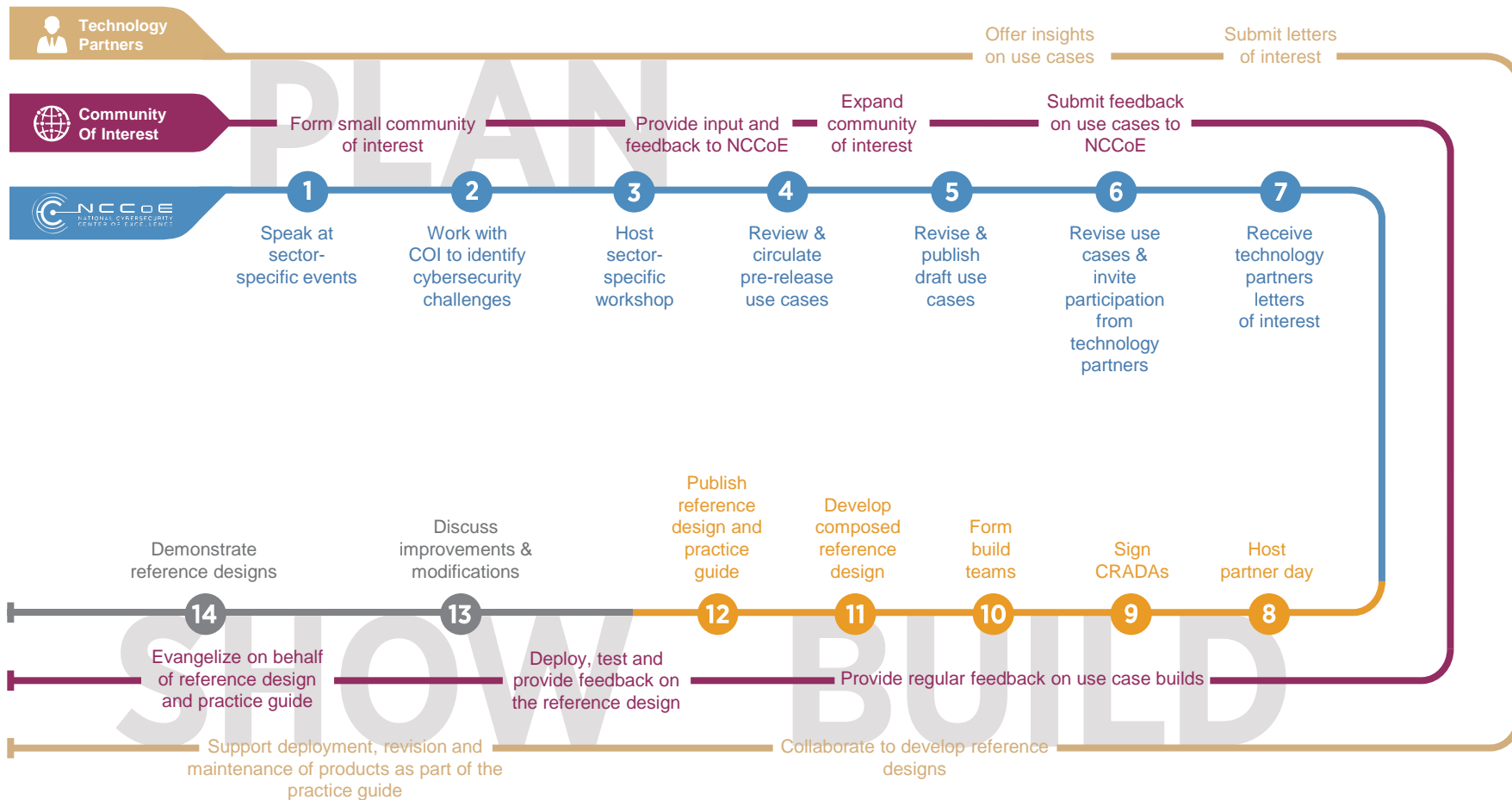


The NCCoE seeks problems that are:

- ▶ Broadly applicable across much of a sector, or across sectors
- ▶ Addressable through one or more reference designs built in our labs
- ▶ Complex enough that our reference designs will need to be based on a combination of multiple commercially available technologies

Reference designs address:

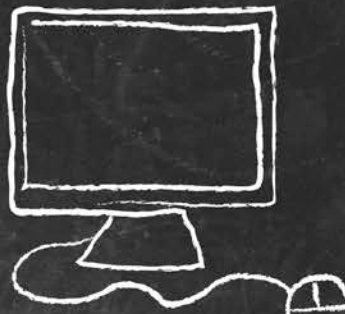
- ▶ Sector-specific use cases that focus on a business-driven cybersecurity problem facing a particular sector (e.g., health care, energy, financial services)
- ▶ Technology-specific building blocks that cross sector boundaries (e.g., roots of trust in mobile devices, trusted cloud computing, software asset management, attribute based access control)





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Economic Development and the NCCoE

Sally Sternbach

Deputy Director

Montgomery County Department of Economic
Development

Launch of a World-Class Cyber Accelerator

Roger London
Chairman
American Security Challenge



We are launching the best cyber security
accelerator in the world
Right here in MD



Techstars is now partnered with the American Security Challenge to launch the first cyber accelerator class. Over the next 5 years, this partnership will create over **1,000** high paying tech jobs and deploy **\$120M** in investment capital in Maryland.

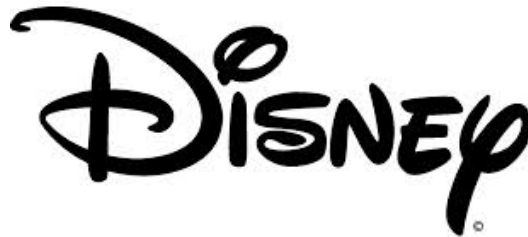
Techstars... a new model

Forget what you know about accelerators, incubators, foundries, catalysts, etc.

Techstars is **none** of those

Techstars is a **market maker** for
early stage companies

Innovation engine partner for:



Techstars: An Expert at De-Risking

410 companies

38 acquisitions

1% acceptance rate for companies

8% failure rate

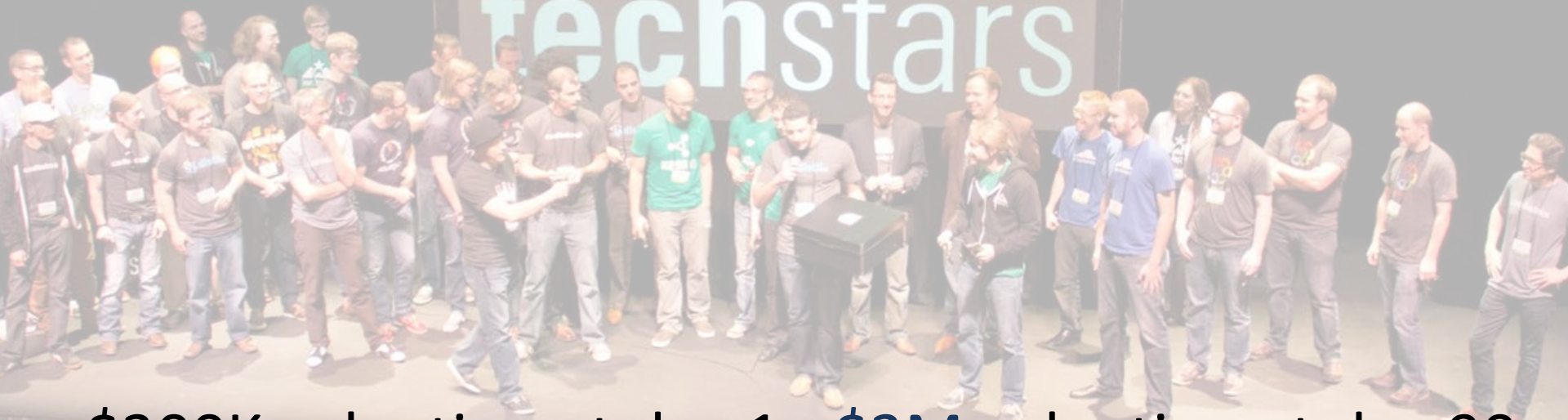
90% of mentors rejected

\$632 million in total funds raised

Average \$1.7 million per company

Market Validation

1600 mobile health investors from all over the world at Kansas City Sprint Industry Day last week



\$300K valuation at day 1 - \$3M valuation at day 90

Value Proposition

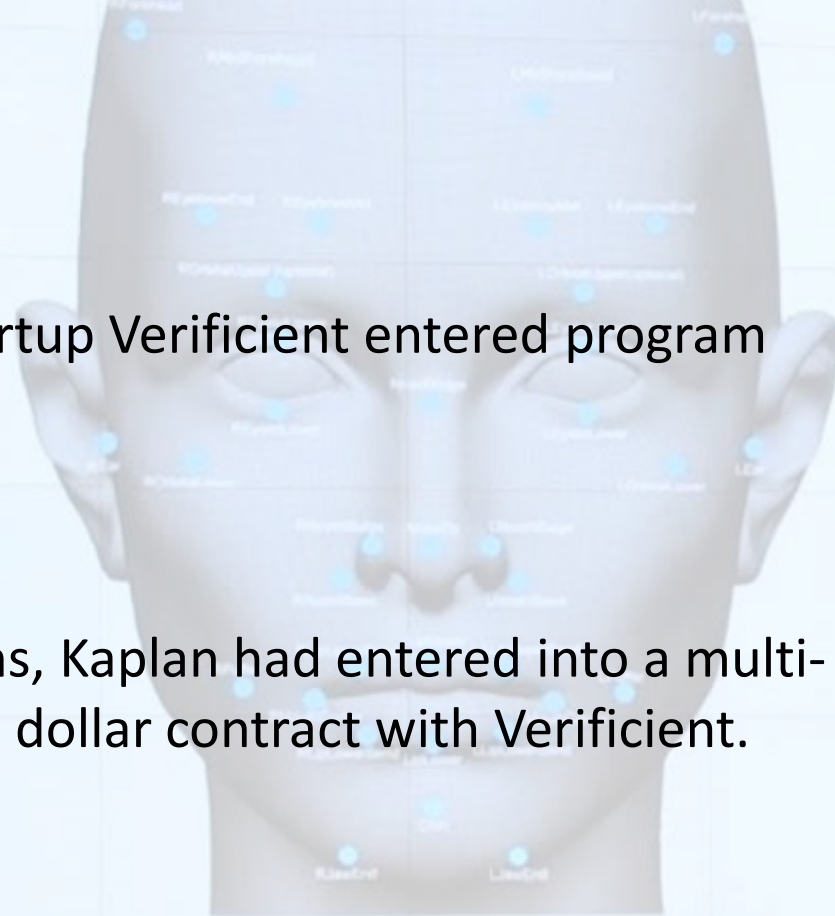
Corporate Partners use their accelerators as a platform to utilize external development on the technology they need.

Case Study

Kaplan EdTech startup Verificient entered program valued at 300K

Within two months, Kaplan had entered into a multi-year, **multi-million** dollar contract with Verificient.

Verificient left at **\$12M** valuation with a Kaplan contract.



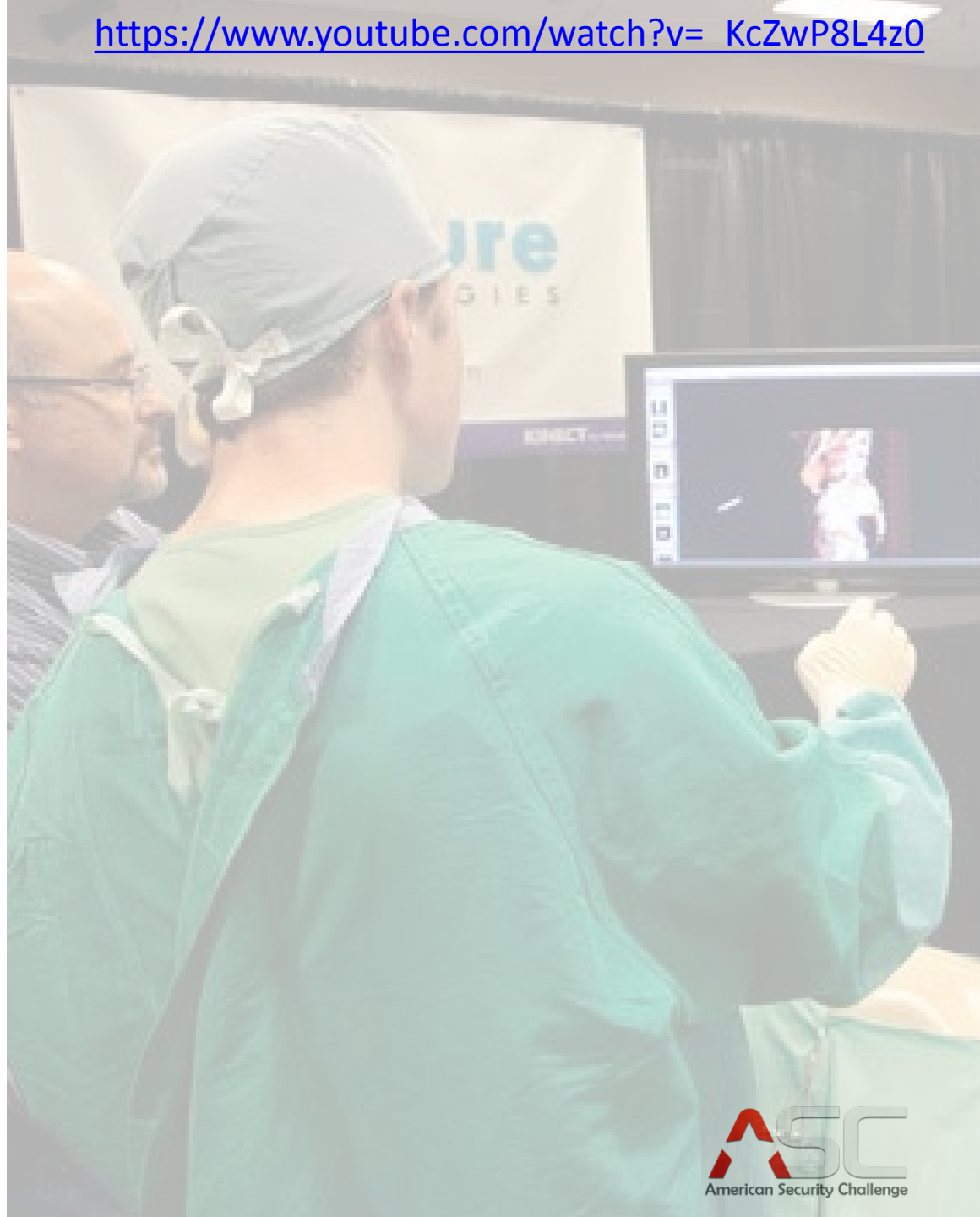
Case Study



Microsoft paid \$5 million for a solution to \$30 million problem

Case Study

Kinect Accelerator launched
to spark Kinect innovation
resulted in a GestSure
medical product
showcased by Microsoft in
Super bowl commercial



Value Proposition

Techstars allows corporations to test new markets with specialized products and implementation for a “Fast Fail” system.

Nike utilized their TechStars accelerator to test platforms for a **\$1 billion** decision.



Value Proposition

Techstars streamlines and speeds up the product development process, greatly reducing each company's time to market.

Case Study

Nike accelerated API product development with co-located teams

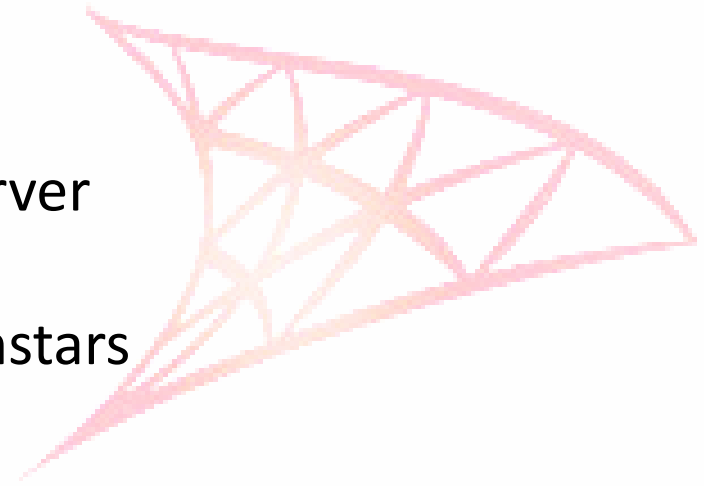
The result?

They cut their development timeline from 12 months to **4 months**.



Case Study

Microsoft cut 9 months off of SQL Server product development leveraging methodologies developed in the Techstars accelerator.



Microsoft®
SQL Server™

Value Proposition



New revenue

ROXIMITY

techstars

ASC
American Security Challenge

Case Study

Co-located a team using the accelerator as an **innovation showroom** for clients

Acquired a client within six months that paid for the initial investment in the accelerator



In every corporate accelerator

CEO's have become directly involved

before or after the launch.

In every corporate accelerator
CEO's have become directly involved
before or after the launch.



Every corporate advocate involved in driving accelerator programs has been promoted.

One full time employee



Calls

Email

Travel

Meetings

Conferences

Before the vetting process

One full time employee



Calls

Email

Travel

Meetings

Conferences

Before the vetting process

Techstars

Contacts **1000** companies

Spends hundreds of hours
evaluating **200** submissions

Narrows the field to the top **10**

Delivers **expert mentors/partners**

Biz Dev Team building
Licensing IP

Product roadmap Investors
SME's Pilots

Govt contracting

Building **10 quality** companies
ready to contract

For more information contact Roger London

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The Executive Order for Improving Critical Infrastructure Cybersecurity

Adam Sedgewick
Senior IT Policy Advisor
NIST



Break

Please return in 15 minutes

The NCCoE Public-Private Partnership: The Whole is Greater than the Sum of its Parts

Moderator

Jeffrey Wells, Executive Director of Cyber Development at Maryland Department of Business and Economic Development

National Cybersecurity Excellence Partners

- Bill Billings, CISO, Federal Enterprise Security, Hewlett Packard
- Rick Howard, CSO, Palo Alto Networks
- Jennifer Nowell, Senior Director, Strategic Programs, U.S. Public Sector, Symantec
- Nimrod Vax, Vice President, Product Management, CA Technologies

NCCoE Use Cases

Concurrent sessions

Health IT

Gavin O'Brien

Auditorium

Financial services

Michael Stone

Room 101

Energy

Paul Timmel

B105

Then join us in the atrium
for networking
sponsored by the
Tech Council of Maryland.